Tobacco Use Prevention at Work:
Breathing Easier in Big Sky Country

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Montana Tobacco Use Prevention Program Progress Report

Fiscal Year 2008 (July 1, 2007 – June 30, 2008)

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Tobacco Use Prevention at Work:
Breathing Easier in Big Sky Country

A Message from Montana Governor, Brian Schweitzer

Montanans will mark a major milestone when the Montana Clean Indoor Air Act is fully implemented on October 1, 2009. All Montanans, not just some, will then be protected from breathing the harmful chemicals found in secondhand smoke at their workplaces and in all the businesses they patronize across our state.

This historic and important breakthrough in public health policy would not have been possible without the combined efforts of the Montana Tobacco Use Prevention Program (MTUPP), its partners, community programs across the state, and the many citizens who helped champion the legislative initiative.

The Montana Clean Indoor Air Act, combined with other comprehensive program elements of the Montana Tobacco Use Prevention Program (MTUPP), has resulted in a lower prevalence of youth smoking, fewer youth and adults exposed to secondhand smoke, and more Montana adults seeking help to end their tobacco addiction through the services of the Montana Tobacco Quit Line. These efforts are saving lives and health care dollars. MTUPP counters the marketing tactics of the tobacco industry and helps keep our kids from ever starting to smoke or use spit tobacco.

I congratulate MTUPP on its successes and remain committed to our partnership to fight tobacco addiction across Montana.

Brian Schweitzer, Governor, State of Montana

This progress report is an overview of work conducted during Fiscal Year 2008 and a glimpse at the work yet to be done in the immediate year and years to come. For more in-depth information about the Montana Tobacco Use Prevention Program, please visit **www.tobaccofree.mt.gov.**

A Message from Montana DPHHS Director, Joan Miles

The Montana Department of Public Health and Human Services (DPHHS) regularly takes time to review the effects of our chronic disease prevention work as we strive to improve the long-term health of all Montana citizens. I am pleased to report that through the efforts of the scientifically sound methods used by the Montana Tobacco Use Prevention Program (MTUPP), our unrelenting battle against tobacco addiction is succeeding:

- *Fewer Montana youth are smoking;*
- *More young people are actively speaking out against the tobacco industry's deceitful and powerful product marketing tactics that target their generation;*
- *Increasing numbers of adults are seeking help to quit their tobacco addiction through the services we provide through the Montana Tobacco Quit Line;*
- *Most Montanans are breathing clean indoor air – air free from deadly chemicals found in secondhand tobacco smoke; and*
- *More citizens now expect smokefree indoor places instead of tolerating smoke-filled rooms.*

The last point clearly demonstrates an important shift in attitude and one we strive to expand.

Despite these stellar accomplishments, of which I am extremely proud, profound challenges remain: smoking prevalence among our youth and adults is still too high; spit tobacco use among men and boys is among the highest in the nation; more than one in six pregnant women smoke; smoking prevalence among our American Indian population is nearly twice that of other Montanans; and too many people are still exposed to secondhand smoke at work and in establishments open to the public.

All the while the tobacco industry continues to spend more than $40 million annually marketing its deadly products to Montana citizens, including our youth. We only have a fraction of that amount to spend combating their marketing tactics, but we hold hope because our comprehensive efforts are paying off.

Here at the DPHHS we remain strongly committed to continuing MTUPP's important work to reduce the premature death and disease caused by tobacco addiction and secondhand tobacco smoke exposure. As you read this survey of our work, consider how tobacco addiction has affected your life and the lives of your family and friends, and how your attitude about exposure to tobacco smoke has changed. We invite you to join our efforts to combat tobacco use – the leading cause of preventable death in Montana. Please contact me or any of our dedicated MTUPP staff for more information.

Joan Miles, Director, Montana Department of Public Health and Human Services

MTUPP Fiscal Year 2008 Summary

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Mission

The mission of the Montana Tobacco Use Prevention Program (MTUPP) is to address the public health crisis caused by the use of all forms of commercial tobacco products. MTUPP will work to eliminate tobacco use, especially among young people, via programs and policies throughout Montana.

MTUPP is making significant progress in its efforts to prevent and reduce tobacco use and addiction in Montana:

- Youth smoking prevalence has declined by nearly 40% since 2000.[1]
- Montana's adult smoking prevalence of 16% is lower than the national adult prevalence of 21%.[2, 3]
- American Indian adult smoking prevalence declined from 41% in 2001 to 33% in 2007.[4]
- More adults are seeking help to quit smoking and using spit tobacco through the services of the Montana Tobacco Quit Line.[5]
- Most Montanans (95%) now believe that secondhand tobacco smoke is harmful to health.[2]
- Because of the Montana Clean Indoor Air Act, fewer Montanans are exposed to secondhand tobacco smoke at work and in public places.
- Three out of 4 Montanans support the Montana Clean Indoor Air Act as it applies to bars, taverns, and casinos.[2] All bars, taverns, and casinos must be smokefree as of October 1, 2009.
- Strong community-based programs that involve both youth and adults are establishing a smokefree and tobacco-free standard throughout Montana.

The tobacco industry continues to hook Montanans into tobacco addiction through well-funded, aggressive marketing, often targeting vulnerable populations.

- Overall, too many adults and youth in Montana still smoke and use spit tobacco.
- Each day, four Montanans die from a tobacco-related illness.[7]
- Smoking prevalence among Montana American Indian adults is nearly twice that for all Montana adults.[4, 2]
- In 2007, 54% of Montana women who smoked during pregnancy were under age 25.[8]
- Nearly one-quarter of Montana's young adults (18- to 34-years old) smoke cigarettes.[2]
- The prevalence of spit tobacco use among Montana high-school boys is approximately 40% higher than that of high-school boys nationally.[23]

As MTUPP moves forward, it will continue to use best practices to counter tobacco industry influences and address the challenges that lie ahead.

Investing in Tobacco Use Prevention Pays Off in Lives Saved, Illnesses Prevented, and Millions Saved

	Montana Tobacco Addiction Costs	Montana Savings Per Year if a *10%* Reduction in Smoking Deaths	Montana Savings Per Year if a *20%* Reduction in Smoking Deaths
Annual smoking-attributable deaths, 2001 [10]	1,500	150 *lives saved*	300 *lives saved*
For every person who dies each year from tobacco use, another 20 suffer with at least one serious tobacco-related illness.[11]	30,000	3,000 saved *from illness*	6,000 saved *from illness*
Annual direct medical expenses as a result of tobacco addiction [11]	$277 *million*	$27.7 million *saved*	$55.4 million *saved*
Annual costs due to lost productivity as a result of tobacco addiction [11]	$295 *million*	$29.5 million *saved*	$59 million *saved*

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Keeping Youth Tobacco-Free

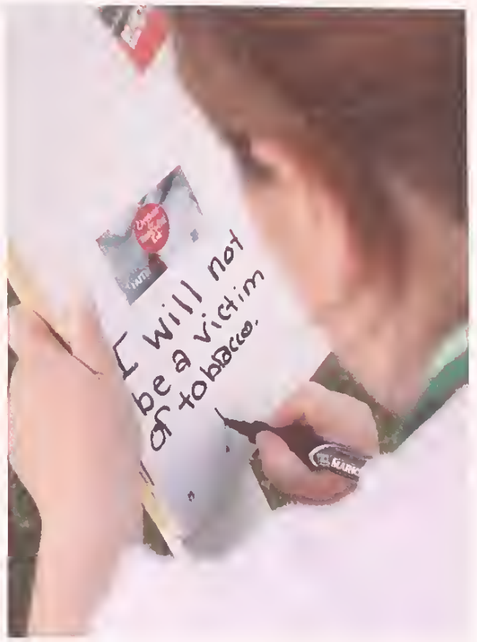
"Teens are effective at taking on corporate tobacco because they are the ones being targeted. Teens, in my opinion, are the best age group at causing awareness and grabbing people's attention because of the passion and communication skills they possess. By causing awareness, we can get adults that have the power to do something to listen."

- Nik, reACT Core Team Leader from Billings, MT

Youth "reACT" to Corporate Tobacco's Marketing

Since more than 90% of adult tobacco users become addicted as teenagers,[12] youth involvement is critical to MTUPP's efforts to end tobacco addiction. Through its reACT Against Corporate Tobacco youth empowerment program, MTUPP demonstrates how the tobacco industry manipulates young people into using a deadly product in exchange for the industry's own financial gains. Armed with this information, Montana teens become empowered to take a stand against the industry that targets them as "replacement smokers." Teen leaders in turn educate their peers and the community to help prevent youth from starting to use tobacco.

R. J. Reynolds Tobacco places ads for Camel No. 9 cigarettes in magazines popular with girls, including* Vogue, Glamour, *and* Cosmopolitan. *Promotional giveaways include berry lip balm, cell phone jewelry, and small, hot-pink purses.[13]



reACT is media literacy, peer education, and community advocacy – all rolled into a fun and energizing youth empowerment program.

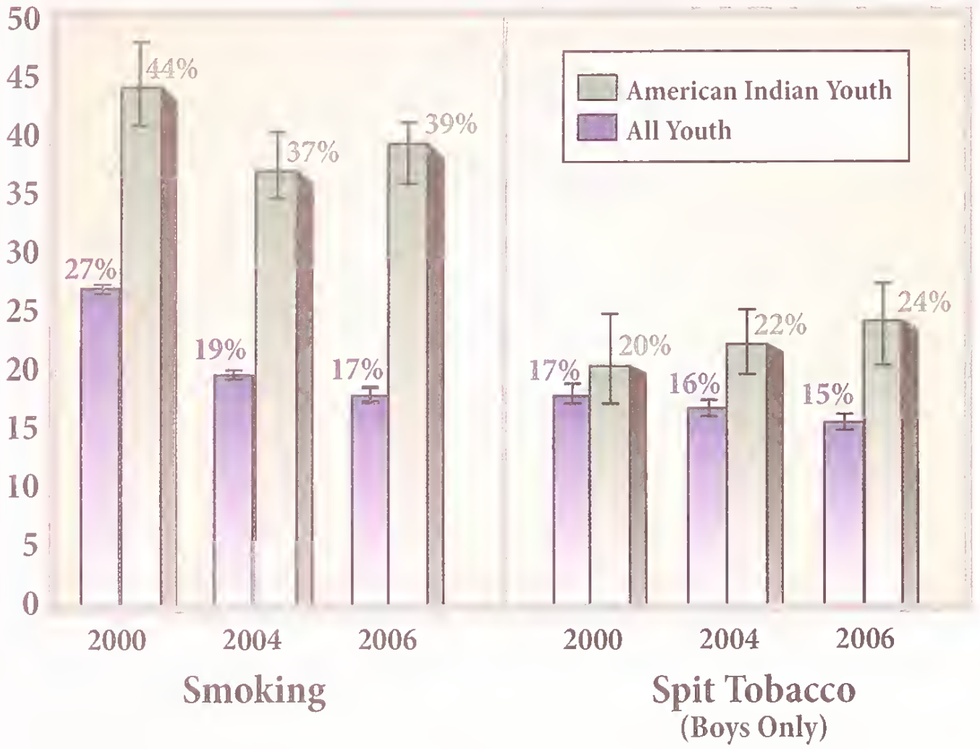
Tobacco Products
Can you tell the difference?

The tobacco industry has created candy- and fruit-flavored cigarettes, spit tobacco, and cigars with attractive packaging to entice children.[28] As a result, several states are considering eliminating the sale of candy-flavored tobacco products.[14]

The Good News

Youth smoking prevalence continued its decline, down from 27% in 2000 to 17% in 2006, nearly a 40% drop.[1]

Smoking and Spit Tobacco Prevalence Among Montana Youth*



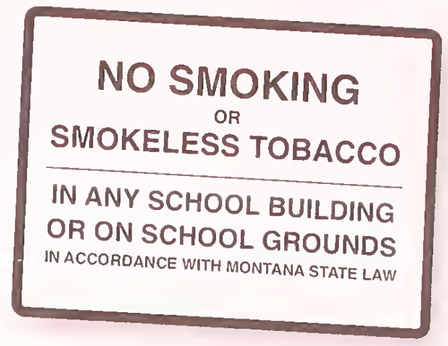
**Montana Prevention Needs Assessment, 2000-2006, Grades 8, 10, and 12*

Youth Tobacco Use Remains a Problem:

- Too many Montana youth still smoke and use spit tobacco.
- The prevalence of smoking and spit tobacco use is much higher among Montana's American Indian youth population than it is for all Montana youth.[1]

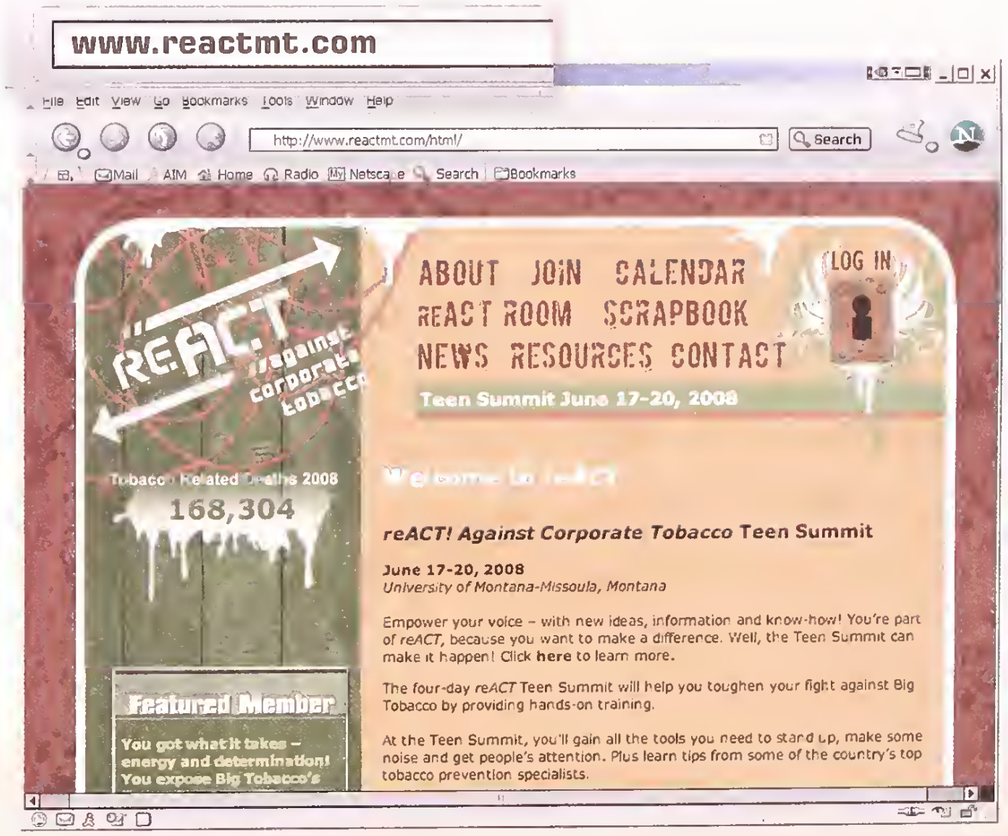
Schools Support Tobacco-Free Youth and Community

MTUPP recognizes that schools are a focal point in the lives of youth and the community. The Montana Clean Indoor Air Act protects nearly 150,000 students and staff by prohibiting smoking and spit tobacco use on all school property — 24 hours a day/7 days a week. Through a partnership with the Montana Office of Public Instruction, MTUPP provides funding for school-based comprehensive tobacco use prevention programs. These programs incorporate tobacco use prevention into class curricula, teach media literacy skills, help with tobacco policy enforcement, and provide mentoring and volunteer opportunities for students, staff, and community members.



Key FY 2008 Achievements:[15]

- At the 2008 reACT Teen Summit, 228 teens and adults learned how to counteract tobacco industry marketing aimed at youth through organizing a local reACT coalition, and how to use art and advocacy to engage teen peers and the public in dialogue on this important topic.
- MTUPP partnered with the Montana Office of Public Instruction to provide funding for 23 school districts to implement comprehensive tobacco use prevention projects.
- Montana youth communicated powerful tobacco-free messages to their peers in communities across the state through television, radio, billboard, and print ads.
- reACT's High School Rodeo Campaign recruited nearly 100 tobacco-free youth ambassadors from over 400 rodeo competitors. These ambassadors signed pledge forms agreeing to abstain from using or promoting tobacco products.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Teen Summit June 17-20, 2008
Tobacco Related Deaths 2008
168,304
reACT! Against Corporate Tobacco Teen Summit
June 17-20, 2008
University of Montana-Missoula, Montana
Empower your voice – with new ideas, information and know-how! You're part of reACT, because you want to make a difference. Well, the Teen Summit can make it happen! Click here to learn more.
The four-day reACT Teen Summit will help you toughen your fight against Big Tobacco by providing hands-on training.
At the Teen Summit, you'll gain all the tools you need to stand up, make some noise and get people's attention. Plus learn tips from some of the country's top tobacco prevention specialists.
Featured Member
You got what it takes – energy and determination! You expose Big Tobacco's

reACT's new interactive website www.reactmt.com went live in 2008 and is a resource for the latest news, facts, and information from reACT, as well as a place for teens to communicate.

Preventing Tobacco Use Among Young Adults

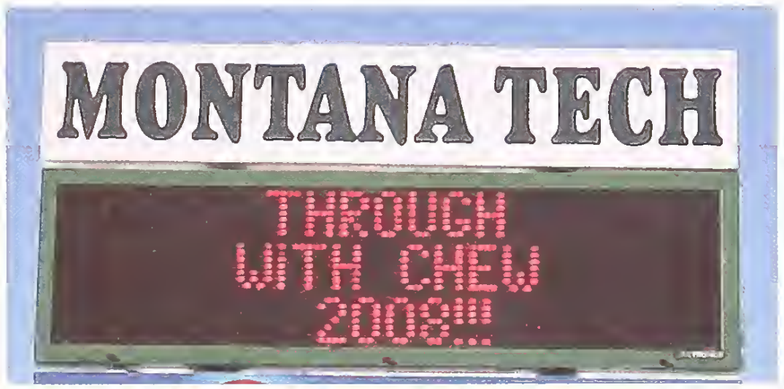
Nearly one-quarter of young adults (18- to 34-year-olds) in Montana smoke cigarettes.[2] This age group is nearly three times more likely to smoke compared to Montanans 35 years of age and older.[2] Young adults are a prime target of tobacco industry marketing via print ads, and promotions on college campuses, bars and clubs, concerts, and other social events and venues.[16, 17]

Montana's 2007/2008 Collegiate Tobacco Prevention Initiative

One-quarter of students begin using tobacco or increase their use while in college, and most students who use tobacco want to quit before they graduate.[16, 17] During FY 2008, MTUPP funded the BACCHUS Network™ to manage the Montana Collegiate Tobacco Prevention Initiative. Students at five Montana campuses worked to curb tobacco use and exposure to secondhand tobacco smoke among 35,000 peers, faculty, and staff through active education and the promotion of smokefree and tobacco-free policies.[16, 17]

Key FY 2008 Achievements:

- Helped enact a policy whereby 100% of the housing owned by The University of Montana in Missoula is now smokefree
- Increased the number of signs on campuses that communicate existing smokefree and tobacco-free policies to students, staff, and the public
- Generated media exposure from events like *Through with Chew Week*, drawing increased attention to the harm caused by all tobacco products
- Created interactive presentations about spit tobacco prevention for classes, dorms, and athletic practices
- Promoted the Montana Tobacco Quit Line through campus events, student resource guides, resident advisor trainings, campus websites, Facebook™ advertising, and the distribution of Quit Kits.



FY 2008 University Partners

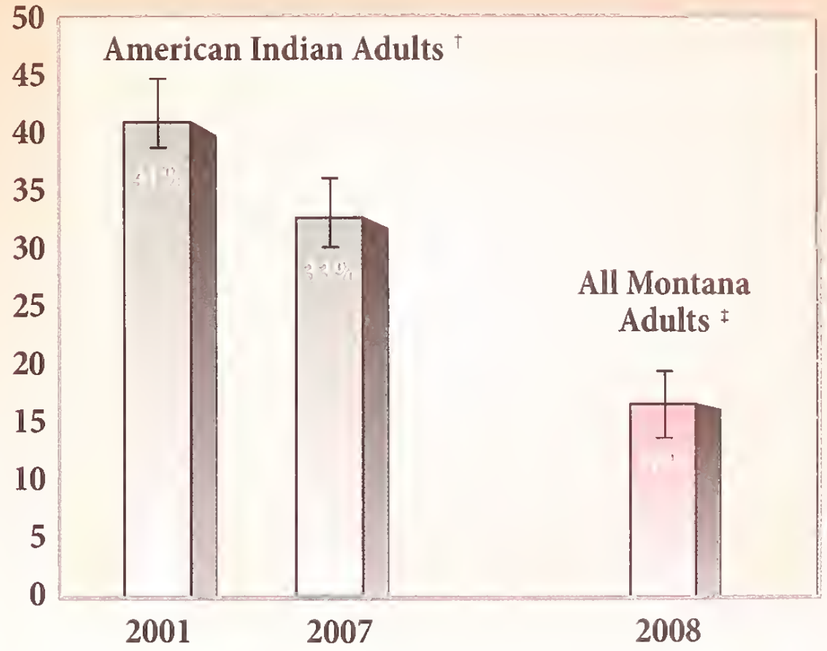
The University of Montana (Missoula)
Montana Tech-The University of Montana (Butte)
Montana State University (Bozeman)
Montana State University (Billings)
Montana State University-Northern (Havre)

Smoking Declines Among American Indian Adults

But Tobacco Addiction Remains a Significant Problem

In 2007, the prevalence of smoking among Montana American Indian adults was 33%, representing a significant decline from 41% in 2001.[4] Despite this good news, the prevalence of smoking among Montana American Indian adults is nearly twice that for all Montana adults.[4, 2]

Adult Smoking Prevalence



† *Adapted Behavior Risk Factor Surveillance System for American Indians, 2001 and 2007*

‡ *Montana Adult Tobacco Survey, 2008*

To address this disparity in tobacco use, MTUPP recognized that a new approach was needed that combined the perspectives, talents, and energy of the members and leaders within the state's American Indian population. In FY 2008, MTUPP formed a work group with representatives from all seven reservations, the Little Shell Tribe of Chippewa Indians, two urban Indian programs, and other American Indian organizations. The group met in Great Falls in June 2008 to begin discussing potential long-term strategies.

The tobacco industry exploits American Indian images and misleads consumers about what is "natural" as they market their addictive and deadly commercial tobacco products.

Cancer and heart disease are the two leading causes of death among the state's American Indian population as well as among all Montanans.[18] But, compared to all Montanans, American Indians die at a younger age from these diseases.[8] Commercial tobacco use is a major risk factor for both cancer and heart disease.[19]

Ceremonial tobacco has special meaning to American Indians.

Ending Tobacco Addiction in Montana

In Montana, the prevalence of adults who smoke remains steady at 16%, which is lower than the national prevalence of 21%.[2,3] This is encouraging news, yet important challenges remain ahead. For example, Montana men continue to use spit tobacco products at higher levels than reported nationally (13% versus 6%, respectively).[2,20]

Montanans Are Ready to Quit. MTUPP Is Ready to Help.

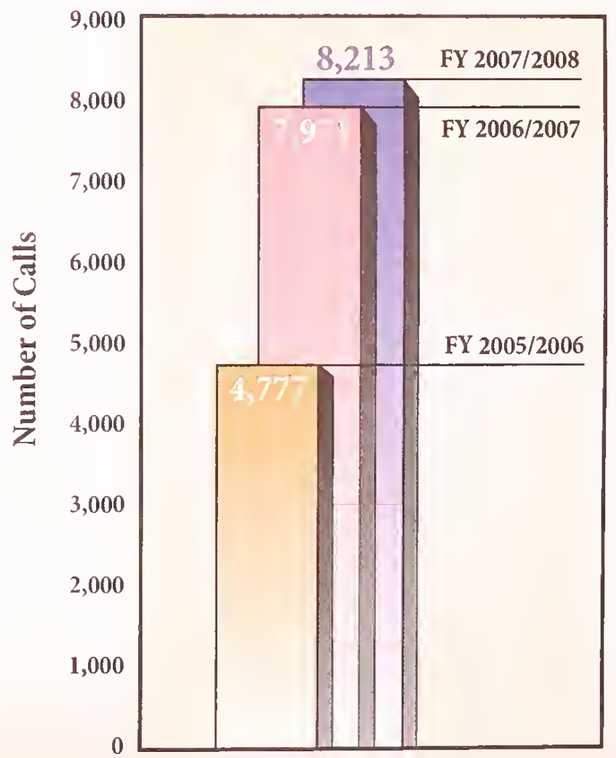
Tobacco users report that ending their addiction is one of the most difficult challenges they face. In Montana, seven in 10 smokers (nearly 85,000 adults) are considering quitting smoking.[2] Additionally, nearly two-thirds of men using spit tobacco say they would like to quit.[2] The Montana Tobacco Quit Line offers tobacco users who are ready to quit a free and effective method for ending their tobacco addiction.

I Quit –
for lots of reasons.
What's yours?
I wanted to improve my health and set a good example for my kids, so I called the Montana Tobacco Quit Line – a free cigarette and spit tobacco cessation program.
• FREE nicotine replacement therapy – such as the patch*
• A FREE program with personal advice
• FREE educational materials
• FREE calls with a quit coach
Now I'm free from tobacco. And this time, it's for good.
*Nicotine replacement therapy (such as the patch) is available for qualified individuals over 18 enrolled in the program.
Montana Tobacco Use Prevention Program
Department of Public Health & Human Services
1-800-QUIT-NOW
MONTANA TOBACCO
QUIT LINE
1-800-QUIT-NOW

Key FY 2008 Achievements:

- More than 8,000 Montanans called the Montana Tobacco Quit Line for help in FY 2008. Since the inception of the Quit Line, nearly 21,000 Montanans have requested assistance.[5]
- The average number of monthly calls to the Quit Line increased by more than 70%, from an average of 400 per month in FY 2006 to nearly 700 per month in FY 2008.[5]
- Nearly one-third (30%) of Quit Line callers successfully ended their addiction to tobacco products,[5] compared to a national average success rate of only 4% to 5% when individuals attempt to quit with no support.[21]

Quit Line Calls*

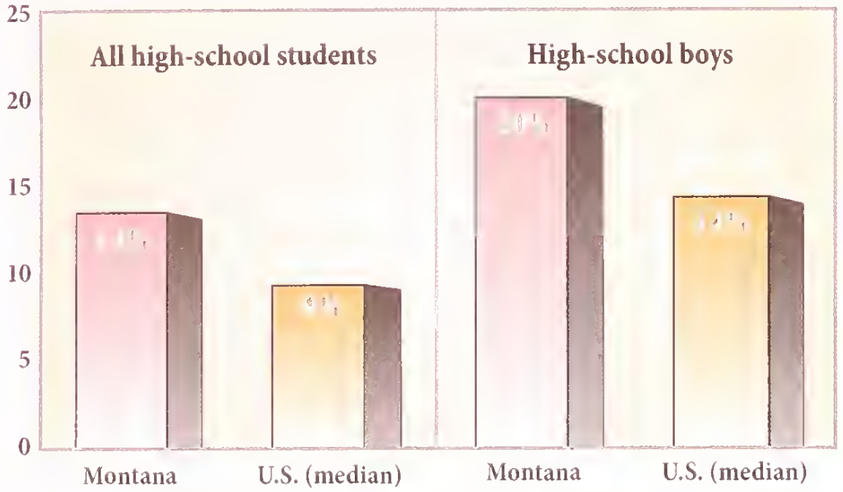


**National Jewish Health and Medical Research Center*

Spit Tobacco Is a Big Problem for Montana Men and Boys

The prevalence of spit tobacco use among Montana men has remained relatively constant at 12% to 13% since 1995.[22] From 1995 to 2003, spit tobacco use among Montana youth steadily declined; however, the level of use has remained virtually unchanged since 2003.[23] The prevalence of spit tobacco use among Montana high-school boys is approximately 40% higher than that of high-school boys nationally.[29]

Spit Tobacco Prevalence Among High-School Youth*



** Youth Risk Behavior Survey, 2007*

Spit Tobacco Is a KILLER

Spit tobacco is not a safe alternative to smoking – it causes oral, esophageal, and stomach cancers; and tooth and gum disease. One in three people diagnosed with oral cancer die from it.[24] Spit tobacco is highly addictive. Compared to cigarettes, spit tobacco can deliver up to five times more nicotine.[25]

Montanans Want To Be "Through With Chew"

MTUPP's 4-week-long comprehensive media and community outreach campaign, *Through With Chew*, focused on educating Montanans about the dangers of spit tobacco and encouraged users to quit. Calls from spit tobacco users to the Montana Tobacco Quit Line *doubled* during and immediately after the campaign.[5]

The FY 2008 *Through With Chew* campaign included:[15]

- 1,358 broadcast television ads
- 2,940 cable television ads
- 3,500 radio spots
- 348 print ads
- Community-level activities designed to reach men, families, sports enthusiasts, and other adults ages 25 and older.

Be careful what
you pass down.
When you use spit tobacco, you're passing down a higher risk of cancer and hypertension. Spit tobacco may also lead to an increased risk of heart disease and stroke.
Stop spit tobacco addiction.
For help, call the Montana Tobacco Quit Line at 1-800-QUIT-NOW.
MONTANA TOBACCO
QUIT LINE
1-800-QUIT-NOW
Montana Tobacco Use Prevention Program – Department of Public Health & Human Services

Media and Outreach Campaign Provided Help to Pregnant Smokers

The tobacco industry's shameless marketing of its products toward girls and young women results in a tobacco addiction problem that increases twofold with pregnancy. During the spring of 2008, MTUPP promoted a statewide campaign titled, *The Power To Quit Is Inside You*, directed toward pregnant women who smoke. The campaign combined TV, radio, and print ads with education and outreach to health care providers and the Women, Infants and Children (WIC) Program. They referred pregnant smokers to the Montana Tobacco Quit Line for help with their smoking addiction. Pregnant smokers also received strong encouragement to obtain early pre-natal care, an important deterrent to smoking.

- During the April and May 2008 paid media campaign, calls to the Montana Tobacco Quit Line from pregnant women *increased* by 46% compared to the same period in 2007 when there was no comparable campaign.[5]
- The campaign's outreach to health care providers reached 97 WIC offices across Montana, as well as 100 medical offices with obstetricians and gynecologists on staff.[15]

The Challenge Is Great

- ***In 2007, more than one in six Montana babies were born to a woman who smoked during her pregnancy.[8]***
- ***In 2007, 54% of Montana women who smoked during pregnancy were under age 25.[8]***

The POWER TO QUIT is INSIDE you
It's NEVER TOO LATE to QUIT smoking for you and your baby.
Get FREE help quitting tobacco today. The Montana Tobacco Quit Line offers:
• Culturally appropriate services for American Indians, including an understanding of traditional tobacco use.
• A FREE personalized quit plan
• FREE educational materials
• FREE phone coaches
• FREE nicotine replacement therapy (available for qualified individuals over 18 who are enrolled in the program, not available during pregnancy)
MONTANA TOBACCO QUIT LINE
1-800-QUIT-NOW
www.TobaccoFree.mt.gov
Quit Tobacco Today!
Call the Montana Tobacco Quit Line
1-800-QUIT-NOW

MTUPP tailored ads and brochures to be culturally appropriate for reaching American Indian women.

Fewer Montanans Are Exposed to Secondhand Tobacco Smoke

Protecting citizens from exposure to secondhand tobacco smoke is one of the most important measures a state can take to improve public health. The 2005 legislature amended the Montana Clean Indoor Air Act to clarify that the right of citizens to breathe smokefree air takes priority over the desire to smoke. Further, it removed smoking from most indoor workplaces, thereby protecting most employees and customers from the toxic chemicals found in secondhand tobacco smoke. On October 1, 2009, bar and casino workers, entertainers, and patrons will receive the same protection. To help citizens, communities, and businesses understand and prepare for the full reach of the Clean Indoor Air Act, MTUPP is working diligently to further inform Montanans about the harmful health effects of secondhand tobacco smoke exposure.

Second Anniversary of the Clean Indoor Air Act Celebrated Statewide

- MTUPP ran 1,619 radio spots on 52 stations, and placed print ads in 7 newspapers with a circulation of over 185,000 readers.[27]
- 331 additional print stories reached statewide audiences.
- Tobacco prevention specialists throughout Montana communities conducted multiple activities that raised awareness about secondhand tobacco smoke and promoted smokefree environments. These efforts included presentations, local newspaper stories, and public service announcements on radio and media boards.

Then
Now it's time to celebrate
Monday, October 1st was the anniversary of Montana's Clean Indoor Air Act! Since this law passed, more people than ever are enjoying safe, smoke-free environments.
Thanks to local business owners, families and friends are visiting their favorite places without breathing the harmful chemicals in secondhand smoke – which cause cancer, heart disease, emphysema and many other serious health problems.
So get out and celebrate Montana's Clean Indoor Air Act! Visit the smoke-free businesses in your area and show your support.
MONTANA
TOBACCO USE PREVENTION PROGRAM
Department of Public Health & Human Services
tobaccofree.mt.gov

Most (95%) of Montana adults believe secondhand tobacco smoke is harmful to health.[2]

On average, smokefree laws are associated with an estimated 19% reduction in heart attack rates.[26]

Key FY 2008 Achievements:

- At least 125 bars and casinos across Montana have gone smokefree in advance of the required 2009 deadline.[15]
- More Montanans now expect smokefree places and environments as the norm.
- Smokefree themes dominated MTUPP's key events: the 2nd Annual Policy Summit, *Working Toward a Smokefree Montana*, and the Annual Statewide Conference, *From the Inside Out: Taking Smokefree Montana to Heart*. These events extend MTUPP's reach to Montanans from organizations and communities throughout the state.
- In June 2008, MTUPP launched the first phase of its clean indoor air *I Can't Wait/ Expect Smokefree Workplaces* campaign.

I can't WAIT!
free
to breathe easy
It's hard enough to catch your breath on a busy night at work—even without inhaling the 50 deadly chemicals found in secondhand tobacco smoke.
expect smoke-free workplaces
http://tobaccofree.mt.gov
Montana Department of Public Health & Human Services

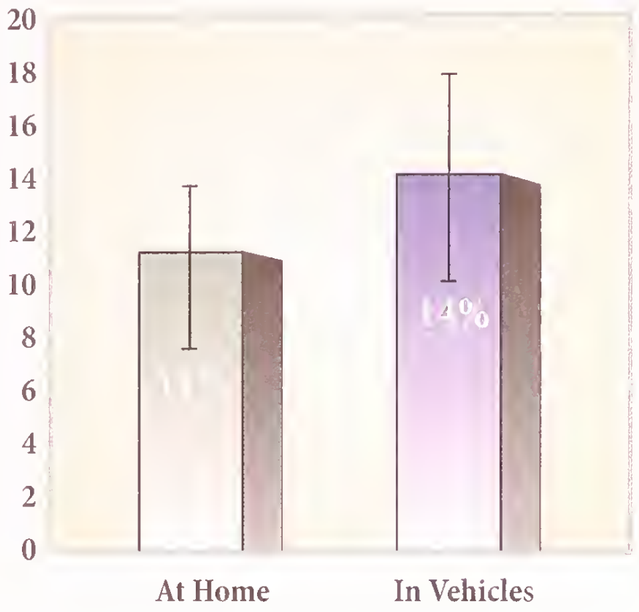
Bar and casino workers deserve the same protection from secondhand tobacco smoke as other workers.

***Nine in 10 Montanans** support the Clean Indoor Air Act for restaurants, and **3 out of 4 Montanans** support it for bars, taverns, and casinos.[2]*

Too Many Montanans Are Still Exposed to Secondhand Tobacco Smoke

- Some bar and casino workers and patrons (until October 1, 2009)
- American Indians on reservations where no tribal policies exist or where the Clean Indoor Air Act does not apply
- People living in apartment buildings or condominiums with neighbors who smoke
- Anyone in an outdoor setting where smoking is permitted

Adults Exposed to Secondhand Tobacco Smoke at Home and in Vehicles*



** Montana Adult Tobacco Survey, 2008*

*In 2006, **more than half (56%)** of youth reported being exposed to secondhand tobacco smoke in the past 30 days.*[1]

Secondhand Tobacco Smoke Exposure: Immediate and Long-Term Health Risks

- As many as 175 Montanans die annually from breathing secondhand tobacco smoke.[6,10]
- A 2006 U.S. Surgeon General report concluded that there is no risk-free level of secondhand tobacco smoke exposure and the only way to protect the public is to eliminate exposure.[30]
- A 30-minute exposure to secondhand tobacco smoke causes unhealthy changes in veins and arteries that linger for at least 24 hours.[31]
- Breathing secondhand tobacco smoke increases the risk of heart attack by 25% to 30%.[30]
- The pollution caused by smoking indoors is far higher than any other form of air pollution, including wildfires.[32]

In 2005, the Society of Actuaries estimated that the effects of exposure to secondhand tobacco smoke cost the United States $10 billion per year.[11]

Tobacco-Free Policies Are on the Rise Across Montana

Tobacco-free workplaces and other indoor and outdoor tobacco-free environments offer many positive benefits including:

- Eliminating exposure to deadly tobacco smoke
- Encouraging tobacco users to quit using all forms of tobacco
- Modeling healthy behaviors to youth
- Changing society's perception about what is considered "normal," and creating a tobacco-free expectation.

Throughout Montana communities, smokefree and tobacco-free environments or "zones" are increasingly common.[15]

- Six Montana medical campuses were designated tobacco-free as of June 30, 2008.
- An additional 13 medical facilities started a tobacco-free policy process and 5 are nearing implementation.
- In Helena, 29 public housing properties are smokefree inside and out.
- In Missoula, 12 properties holding 400 public housing units are smokefree indoors.
- In Butte, the privately-owned, 160-unit Legion Oasis Apartments are all smokefree.
- Five American Indian reservations have policies that designate smokefree or tobacco-free zones.

Lewis and Clark City-County Health Department's Cooperative Health Center, Helena.

MTUPP Community-Based Programs

A Strong Focus on Community Leads to Results

Montana is a big land, full of diversity in its geography, resources, and people. MTUPP community-based programs engage Montanans in their homes, workplaces, schools, where they shop, at church, in civic organizations, and in places of entertainment. Funding for, and coordination of, these local efforts is an important MTUPP function.

County Programs

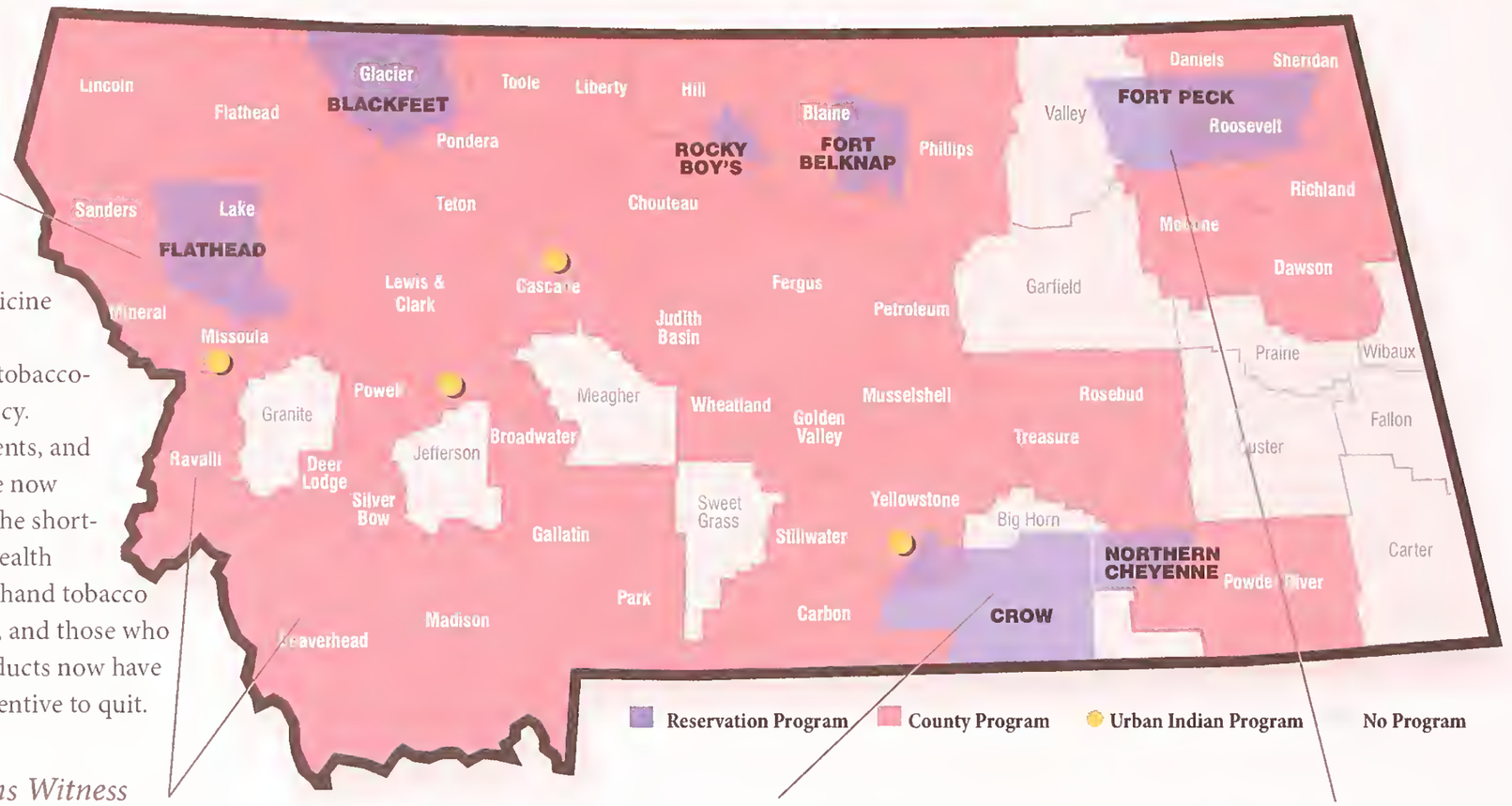
The needs of Montana communities are best understood and met by those who make up the community. In FY 2008, 44 of Montana's 56 counties had active tobacco use prevention programs funded by MTUPP. Each of these programs is locally staffed and provides MTUPP an important link to Montana citizens.

Tribal Programs

In FY 2008, each of Montana's seven American Indian reservations and the Little Shell Tribe of Chippewa Indians received MTUPP funding to create culturally-competent tobacco abuse prevention programs, blending the best science has to offer with the unique heritage and cultural characteristics of tribal nations.

Urban Indian Programs

Many American Indians reside in Montana's urban areas. In FY 2008, MTUPP dedicated additional resources to four urban Indian programs to tailor program interventions and services that are specific to the needs of this important segment of the population.



Health Care Center in Plains Goes Tobacco-Free

The Family Medicine Center of Plains enacted a 100% tobacco-free campus policy. Employees, patients, and their families are now protected from the short- and long-term health effects of secondhand tobacco smoke exposure, and those who use tobacco products now have an increased incentive to quit.

Montana Teens Witness Harm Caused by Spit Tobacco

Gruen Von Behrens delivered a powerful message that Montana middle and high-school students, faculty, and parents found hard to ignore. Von Behrens became addicted to spit tobacco at age 13, was diagnosed with oral cancer at age 17, and has undergone more than 40 reconstructive surgeries. More than 1,500 Beaverhead and Ravalli County students witnessed the devastating effects of spit tobacco use through these effective presentations.

Von Behrens warns Dillon kids about the dangers of tobacco

Crow Indian Youth Chooses Lifestyle Free from Commercial Tobacco

Goldman Mark Real Bird, a 14-year-old freshman at Lodge Grass High School and member of the Apsaalooke (Crow) Nation of Southeast Montana, serves as a tobacco-free role model for Crow youth, communities, and the Crow Nation. Goldman, a bull rider, speaks out against tobacco industry sponsorship and use of commercial tobacco products within the rodeo circuit. He has pledged to be a competitor who never uses commercial tobacco.

Northeast Montana Receives "Quit Spit" Message and Support

The Northeast Montana Tobacco Prevention Coalition distributed more than 600 "Save Face" packets during county fairs, golf tournaments, and the Wolf Point Stampede. These packets contained important health information along with a variety of support items, such as a dental mirror, gum, and the toll-free Montana Tobacco Quit Line phone number.

Knowledge and Skill-Building Through Conferences and Training

Sharing knowledge, exchanging ideas, and building skills are a fundamental part of empowering Montana communities to stop tobacco addiction and ensure coordination of statewide efforts. During FY 2008, MTUPP provided training and technical assistance to tobacco prevention specialists from 44 counties, 7 American Indian reservations, the Little Shell Tribe of Chippewa Indians, and 2 urban Indian programs, as well as youth leaders and many other tobacco use prevention advocates from across Montana.

From the Inside Out:
Montana Tobacco Use Prevention Program Statewide Conference
THE BIG SKY
BOZEMAN DAILY CHRONICLE
Tobacco whistleblower says Montana can do more

Dr. Jeffrey Wigand, keynote speaker at the 2008 MTUPP Annual Statewide Conference, relayed his first-hand account of the public harm brought forth by the tobacco industry upon American citizens. Dr. Wigand was a vice president for research and development at Brown & Williamson Tobacco Co., and was one of the first to leak important inside information to the U.S. Food and Drug Administration.

MTUPP Training and Technical Assistance	Participation and Description[15]
2007 Montana Tobacco Policy Summit, *Working Toward a Smokefree Montana*	74 participants attended to learn about smokefree policy issues.
2008 MTUPP Annual Statewide Conference, *From the Inside Out: Taking Smokefree Montana to Heart*	160 participants attended the 2-day conference, which covered a variety of issues, including smokefree policies.
reACT Core Team Training	Montana's youth empowerment program, reACT, provided leadership training for future teen mentors.
2008 reACT Teen Summit	228 Montana teens attended the 4-day skill-building event to learn about tobacco industry marketing and the power teens possess to counteract it.
Regional Training Seminars	Tobacco prevention specialists learned how to improve communication skills to reach local decision makers about smokefree and tobacco-free policy topics.
Regional Technical Assistance	Tobacco prevention specialists received assistance with creating their community-based work plans.
MetNet Videoconferencing Seminar, *Building Relationships, One Conversation at a Time*	Tobacco prevention specialists learned the skills necessary to build and expand community-level partnerships.
CATALYST and Online Planning & Reporting System Training	Tobacco prevention specialists learned how to use the data collection system for program monitoring and evaluation.
Educational Conference Calls	Tobacco prevention specialists exchanged materials, information, and ideas through 10 calls held throughout the year.
Weekly Technical Tips	Tobacco prevention specialists received timely support on 48 program topics via e-mail.

Participants Find Value, Support in MTUPP Trainings

"Very helpful, great resource suggestions for further research for my program."

- Participant, MTUPP Annual Statewide Conference, *From the Inside Out: Taking Smokefree Montana to Heart*

"This MetNet allowed a very worthwhile training with less resources consumed by travel — thank you."

- Participant, MetNet Seminar, *Building Relationships, One Conversation at a Time*

MTUPP Partners

Tobacco addiction harms a broad cross-section of Montana's citizens. By collaborating with numerous agencies and organizations, MTUPP is able to expand its reach.

- *American Cancer Society*
- *American Heart Association*
- *American Lung Association of the Northern Rockies*
- *Association of Montana Public Health Officials*
- *Big Brothers Big Sisters*
- *County Health Departments*
- *Montana American Indian Reservations, Tribes, and Urban Indian Programs*
- *Montana Cancer Control Coalition*
- *Montana Department of Justice*
- *Montana Department of Revenue*
- *Montana Department of Public Health and Human Services:*
  - *Addictive and Mental Disorders Division*
  - *Asthma Control Program*
  - *Cardiovascular Disease and Diabetes Prevention Program*
  - *Comprehensive Cancer Control Program*
  - *Injury Prevention Program*
  - *Medicaid Program*
  - *Oral Health Program*
  - *Women, Infants and Children Program*
  - *Women's and Men's Health Section*
- *Montana Office of Public Instruction*
- *Montana Universities and Colleges*

Tobacco Use Economics

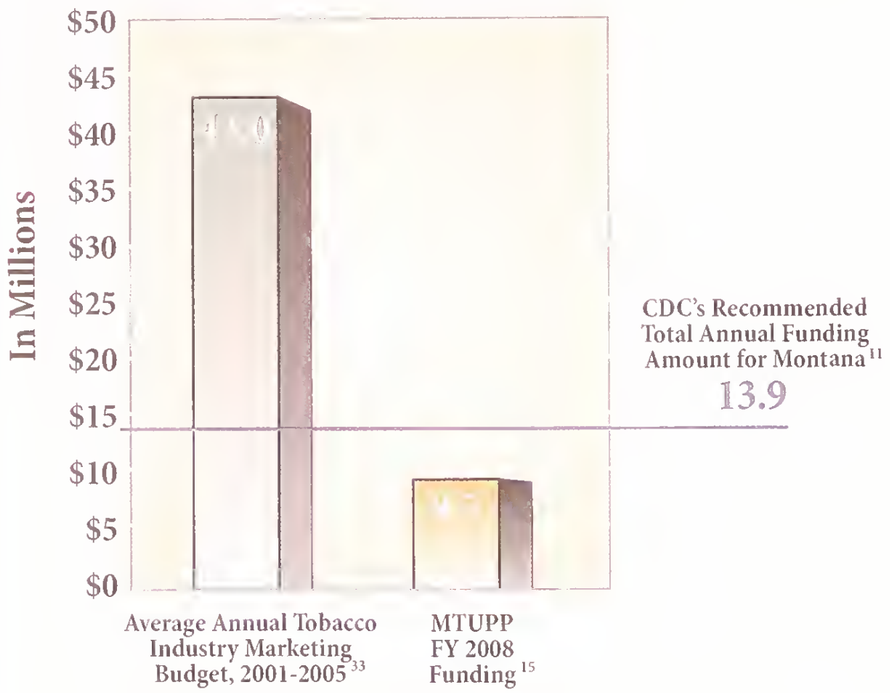
The Tobacco Industry's Annual Marketing Budget for Montana Is Huge

The tobacco industry is a wealthy adversary that uses aggressive marketing strategies to replace customers who die from tobacco-related disease or successfully quit their addiction. The industry's average marketing budget for Montana from 2001 through 2005 was more than $43 million annually.[33] This is more than four times as much as MTUPP's FY 2008 budget.[15] These annual tobacco marketing expenditures equate to more than $47 for every man, woman, and child in Montana.

Tobacco Use Prevention: A Healthy Investment

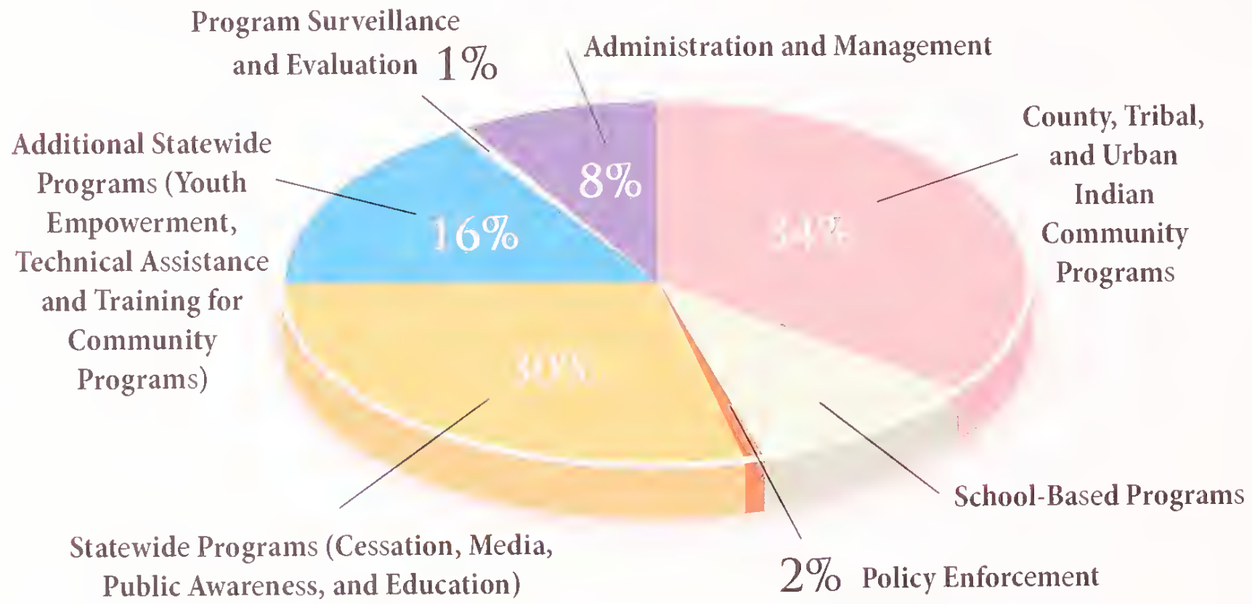
Sustained investment in comprehensive tobacco use prevention programs (such as MTUPP) leads to success in preventing and reducing tobacco addiction and secondhand smoke exposure. The results are fewer tobacco-related deaths and disease and lower health care costs. Montana citizens and the state legislature recognize the importance of adequate long-term funding for MTUPP. During FY 2008, MTUPP received $8.47 million from the Montana Legislature and $1.06 million from the Centers for Disease Control and Prevention (CDC) for a total budget of $9.53 million.[15] MTUPP's legislative funding source is, according to voter mandate, 32% of the money Montana receives from the 1998 Master Settlement Agreement (MSA). The MSA is the multi-state lawsuit brought against the major tobacco companies that requires them to make annual payments to most states.

Montana Tobacco Use Prevention vs. Tobacco Industry Marketing



MTUPP FY 2008 Funding Distribution

According to CDC's Recommended Best Practices Categories as Adopted for Montana



Since the 1998 multi-state Master Settlement Agreement (MSA), the tobacco industry has nearly doubled its nationwide annual marketing expenditures from $6.9 billion (1998) to $13.4 billion (2005), an increase of over 90%.[34]

Regular Increases in Tobacco Taxes Are Necessary to Deter Tobacco Use

Regular increases in tobacco taxes are known to deter youth from starting to use tobacco. They also provide additional incentives for tobacco users to quit. The effectiveness is even greater when reinforced with other prevention program components such as indoor and outdoor smokefree and tobacco-free environments, cessation services, public education campaigns, and activities involving youth.

At $1.70 per pack of cigarettes purchased, Montana has the 16th highest tax in the nation.[35] In FY 2008 Montana collected $83.9 million in cigarette tax revenue.[36] Montana's tobacco tax revenue funds health-related and Medicaid programs like the Children's Health Insurance Plan, Montana's prescription drug program, and mental health services.

Per Capita Cigarette Consumption Has Decreased

- Between 1998 and 2007, per capita cigarette consumption in Montana declined 41%.[36]
- Between 1998 and 2007, per capita cigarette consumption in the entire U.S. declined 36%.[9]
- In 2007, cigarette pack consumption per capita was 10% less in Montana compared to national cigarette pack consumption.[36, 9]

In Montana these declines were influenced by such key events as the 1998 Master Settlement Agreement with the tobacco companies; the formation and funding of MTUPP (1999); significant increases in tobacco taxes (2003 and 2005); passage of local clean indoor air ordinances in Missoula (1999), Great Falls (2000), Bozeman, and Helena (both in 2002); and the Montana Clean Indoor Air Act (2005).

Despite this success, Montana adults continue to consume more than 49 million packs of cigarettes per year – more than one pack each day for every adult who smokes.[36,2]

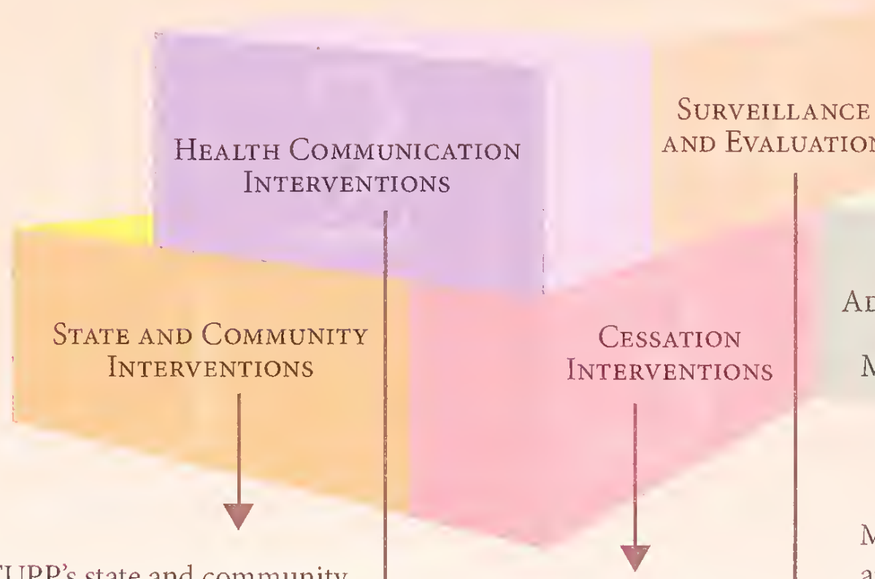
Lifetime health care costs for individuals who smoke are $17,500 higher than for non-smokers.[37]

MTUPP Succeeds by Using Best Practices

The CDC provides evidence-based best practice guidelines to help states develop effective tobacco use prevention programs. MTUPP adjusts these guidelines to fit Montana's unique attributes, such as its large, rural geography and small population.

CDC's Recommended Best Practice Components[11]

When applied simultaneously, CDC's five recommended best practice components are documented in scientific literature as being the most effective approaches for population-based tobacco use prevention programs. These components form the foundation of MTUPP's success.



MTUPP's state and community interventions include integrated programs and specific policies that influence organizations, systems, and networks to support individuals (particularly youth) in making behavior choices consistent with tobacco-free norms.

Cessation quit lines, like the Montana Tobacco Quit Line, are effective and have the potential to reach large numbers of tobacco users to help them end their tobacco addiction.

MTUPP's staff members are fiscally accountable and experienced professionals who meet the challenges of efficiently coordinating and integrating MTUPP's comprehensive program components, ensuring their sustainability.

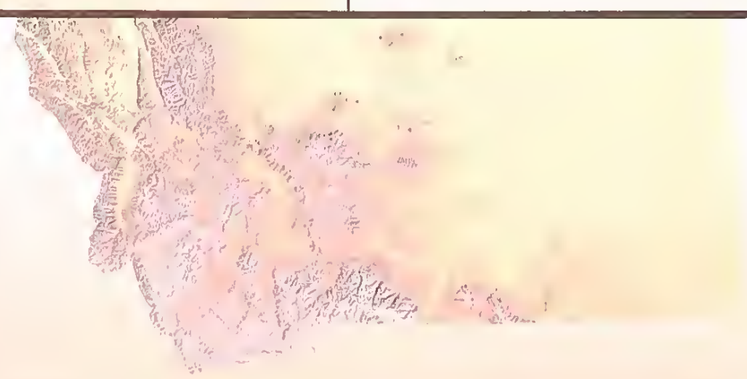
Among other education and awareness activities and events, MTUPP's health communication interventions deliver strategic high-impact messages in sustained media campaigns that are integrated across program activities at both statewide and community levels.

MTUPP is able to monitor and measure program outcomes, demonstrate the effectiveness and achievements of its various programs over time, and demonstrate program accountability.

Program Evaluation and Data Collection Remain MTUPP Priorities

Measuring Program Success for FY 2008

Data Sources for Evaluation:	What It Measures:
Montana Adult Tobacco Survey, Montana Behavioral Risk Factor Surveillance System	*Trends in tobacco use and attitudes among adults*
Montana Prevention Needs Assessment, Montana Youth Risk Behavioral Survey	*Trends in tobacco use and attitudes among youth*
Adapted Behavioral Risk Factor Surveillance System for American Indians	*Trends in tobacco use among reservation-based Montana American Indian adults*
Montana Tobacco Quit Line	*Cessation outcomes and other information*
Montana Birth Certificates, Montana Office of Vital Records	*Trends in smoking during pregnancy*
Montana Department of Revenue	*Tobacco tax revenue*



Looking to the Future

In FY 2009, MTUPP will use best practices and build on past successes to:

- Prepare citizens, communities, and businesses for full implementation of the Montana Clean Indoor Air Act (October 1, 2009) through an innovative and extensive statewide public education campaign including paid and earned media
- Engage tobacco prevention specialists, lead public health officials, advocates, and citizens in the Clean Indoor Air Act implementation campaign through in-depth discussions and presentations at MTUPP's annual Policy Summit and Statewide Conference
- Work strategically with Montana's American Indian tribal leaders and communities to plan for a healthy future that is free from commercial tobacco addiction
- Help communities increase the number of housing and apartment complexes with 100% smokefree and/or tobacco-free designations
- Help communities increase the number of outdoor smokefree and tobacco-free venues and events, such as public parks, rodeo grounds, and concerts
- Reach more pregnant women who smoke through another *The Power To Quit Is Inside You* campaign and involve a greater number of health care providers
- Improve how MTUPP tracks program outcomes, successes, and challenges by enhancing and expanding programmatic evaluation efforts
- Increase awareness about the role that local faith community leaders can play in reducing tobacco addiction
- Increase the number of reACT Against Corporate Tobacco youth empowerment groups
- Promote and increase the number of high-school rodeo participants who pledge to be tobacco-free and agree to serve as tobacco-free role models

- Help communities reach a greater number of men and boys who use spit tobacco through partnerships with outdoor and competitive sports organizations and businesses
- Increase the number of Montana colleges that actively promote smokefree and tobacco-free policies on campus and offer education and support for quitting.

Tobacco Use Prevention at Work:
Breathing Easier in Big Sky Country

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MONTANA
TOBACCO USE PREVENTION PROGRAM

MONTANA
Department of Public Health & Human Services

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